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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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JEFFERSON RECOGNITION CEREMONIES will be held in the patio of the Administration Building of the Department of Agriculture on April 13 for USDA employees here. An exhibit, which will include a number of plows showing the evolution of the plow since Jefferson's day to the present, will be displayed in the patio during the week of April 10.

MEMBERS of the American Agricultural Editors Association who are coming to Washington for special observances will go to Monticello April 13 to look over the Jefferson farm.

ALTHOUGH the official year of the Jefferson bicentenary comes to a close on April 13, Jefferson's birth anniversary, many of the activities brought under way now will carry through into the later part of 1944. Jefferson's contributions to the development of modern farming are definitely linked with producing the food that fights for freedom in 1944. Local publicity and programs on "Grow More in '44" could tie in the Jefferson theme.

A REPORT ON INTENTIONS TO PLANT has been issued by BAE, AAA, and the Office of Production under the heading, "Special Summary on 1944 Prospective Acreage by Crops, with Comparisons." This is must reading and should serve as stimulus for increased acreage in the crops where shortages are indicated.

HOG HEALTH, BETTER BREEDING and proper use of feed will be discussed at a meeting called by the Feed and Live-stock Branch, WFA, April 3 and 4, at the Morrison Hotel in Chicago. Representatives of AAA, BAE, BAI, Extension, OofD, Office of Production, and OWI will attend as well as representatives of breeders' associations and other trade people, farm editors and farm program directors.

LIONS INTERNATIONAL FEATURES "Gardening for Victory" in the March issue of their monthly magazine. The cover design shows a victory gardener starting to plant his vegetables, and the inside cover page editorial urges full cooperation in the garden program.

MEN'S ORGANIZATIONS WANT FOOD FACTS ... A number of representatives of men's organizations have expressed an interest in getting from top authorities a first-hand picture of the food situation. The executive heads of key men's organizations will probably come to Washington early in April to discuss the food problem -- its production and distribution, rationing and price control, and its use for our armed forces, allies and liberated peoples -- with the Government authorities concerned with food. Those attending the Washington session would report to their membership through their publications and conventions.

MORE DETAILS as the plans take shape.

FARM LABOR INFORMATION KIT prepared by the War Advertising Council in cooperation with WFA and OWI, will get out to the field early in April. Carrying complete information helps -- community mobilization suggestions, drop in ads, fill-in stories, ad layouts, radio scripts, spot announcements, suggested letters to local organizations, and other suggestions -- the kit will be distributed to county agents.

MORE TIMBER INTO WAR PRODUCTION is the aim of a campaign in which Forest Service, Extension and the War Production Board are cooperating. Wood shortages have already been a threat to the war effort. Thirty-five and a half billion board feet of lumber will be required for the armed forces and civilian needs in 1944. Because of the serious lack of labor in the woods, the appeal is directed to farmers in wood producing areas to give their assistance in this campaign. The three agencies have cooperated in the production of an information sheet and some news releases which have been sent to the states down agency lines. Extension will distribute the folder to all farm woodland owners.

IN THIS CONNECTION, you may want to read War Board Memo 463 which gives a report on state activities in harvesting of forest products by farms, and examples of local recruiting efforts.

MISSING LIDS AND COVERS is one of the biggest handicaps in the salvage of fruit and vegetable containers. Container manufacturers recently made 200,000 extra covers for available hampers and baskets useless without these covers in shipping long distances. WFA optioned the four carloads, thus assuring the manufacturers a sale. In each case, however, the covers were sold to used container dealers before the option was exercised, and without cost to WFA.

THE FACTOR chiefly responsible for limited production is a shortage of wood. Higher ceiling prices on wooden fruit and vegetable containers, which became effective March 18, probably will not increase new container production, although it is hoped the higher ceilings will prevent any further decline in container production.

HATS OFF DEPARTMENT The March issue of "The Neighborhood Leader" sent out by Kansas Extension Service is packed full of information on ways in which farmers and their families can aid the national war effort. Showing farm goals for Kansas, it is a timely kick-off for "Grow More in '44" Week.

ADVERTISERS GUIDEBOOK on "Grow More in '44," or "How Industry Can Help in Meeting the Need for Greater Food Production in 1944," has been prepared by the War Advertising Council in cooperation with WFA and OWI. Notification copies have been sent to regional offices of Office of Distribution and to State Extension offices. This booklet was prepared for the use of advertising agencies and advertisers.

INCOME TAXES ARE STILL WITH US and OWI in collaboration with the Bureau of Internal Revenue has issued an information booklet explaining the April 15 tax declaration requirement and other details. Farmers are permitted to postpone their declarations until December 15, but those who do must pay their total estimated tax in one lump at that time rather than in quarterly installments. This booklet is available to media presenting information to the public.

*** NATIONAL FARM AND HOME HOUR ***
Week of March 27 - April 1, 1944

MONDAY - Secretary of Agriculture Wickard, "Further Signs of Mounting Land Boom."
TUESDAY - Lt. Col. J. T. Coatsworth, Chief Information Officer for Selective Service, "Farm Deferments and War Units."
WEDNESDAY- W. G. Finn, Assistant Administrator of AAA, "Critical Crop Needs."
THURSDAY - M. L. Wilson, Director of Federal Extension Service, "Better Farm Family Living."
FRIDAY - Victory Gardens, Ernest Moore and Duke DuMars, "Permanent Crops for the Home Garden."
SATURDAY - National 4-H Club Program: Discussion among 4-H members from near Monticello, home of Thomas Jefferson.

"FOOD FADS, FACTS AND FALLACIES" is the Consumer Time subject for April 1. Designed to expose a lot of wrong ideas about food, the program will give you facts to correct your fallacies. Dr. Walter Wilkins, M.D., will be on hand to discuss weight reducing, what is safe and practical and what is not. "Food Fads, Facts and Fallacies," by Helen Mitchell, Research Professor in Nutrition, Massachusetts State College, will be sent listeners who request it. That's Saturday, April 1, 12:15 EWT, NBC.

MARKETING ABUNDANT FOODS

Here is the list of really abundant foods over most of the country:

*Potatoes	Cabbage
Carrots	Beets
Citrus Fruits	Canned Green and Waxed Beans
Frozen Baked Beans	Peanut Butter
Citrus Marmalade	Lard
Shell Eggs	

*Frozen Vegetables -- all ration free except peas, corn and lima beans

Not quite so plentiful or limited to certain regions are:

*Pork - Variety cuts and non-rationed items such as fat back, pork hock, pork jowls, pork knuckles, etc. Supply tightens in some areas remote from packing centers.

* - Starred items are those deserving active promotion, if abundant locally.

IMPORTANT RELEASES "WFA Corn Set-Aside Order (FDO 96)," USDA 1936-44. ... "A" Award Earned by Six Plants," USDA 1937-44. ... "Seed Dealer Fined \$1,000 for Violation of the Federal Seed Act." USDA 1942-44. ... "Lend-Lease Deliveries Smaller in January," USDA 1926-44. ... "North Carolina Forest Resources and Industries," USDA 1943-44. ... "Paperboard Order a Conservation Move, Says WFA," USDA 1931-44. ... "National Forests Pay Dividends to One-Fourth of U. S. Counties," USDA 1899-44. ... "WFA to Terminate Emergency Hog Support Program," USDA 1905-44. ... "More Organic Nitrogen Allowed for Fertilizer," USDA 1902-44. ... "14½ Million Persons Worked on Farms in 1943," USDA 1910-44. ... "WFA Acts to Free More Cold Storage Space," USDA 1920-44.

A DATE TO REMEMBER May 1 has been designated Child Health Day by Presidential proclamation.

